Intermodal passenger mobility in European cities

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Role of local government in managing transport

↗ **Multi-faceted...**

- Policy formulation
- Rules and regulations
- Service delivery
- Traffic management

↗ **... And evolving**

- Advances in technology, changes in customer expectations
- E.g. travel information services through apps, open data developments, new shared mobility services

↗ **Work with private sector for better customer services**

- Especially for journeys that cannot be easily served by traditional PT
- Fill service gaps while supporting city's wider sustainable transport policy goals

Making cities multimodal & intermodal

Quality infrastructure for _all_ transport modes

- **Walking: Legible London, Vitoria Gasteiz superblocks**
- **Cycling: Cycling highways Nijmegen, 'Fietsstraat' Gent**
- **Public transport: high quality interchanges Madrid, Reading**
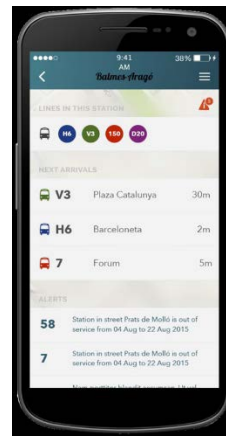- **Alternative car use: Autolib' Paris, carsharing Milan**

Enable combination of different modes

- **Active mobility and PT**
  - Bikes on buses & trains in Budapest, Berlin, Rome...
  - Bike parking and rental at stations: Utrecht, Blue Bike Belgium
  - Attractive walking routes in and around interchanges: Strasbourg Pedestrian Plan
  - Bikesharing in many cities
- **Cars and PT**
  - Cheap Park & Ride in Amsterdam, free P&R in Tallinn
- **PT and new mobility services**
  - Integrated ticketing PT & car/bikesharing

Pargi & Reisi

Enablers for intermodality

- Public transport interchanges
- Shared mobility services
- Personalised travel planning
- Realtime multimodal information
- Integrated ticketing

… and Mobility as a Service?

Potential benefits

- ⬈ **Promoting sustainable travel, especially giving up the car**
- ⬈ **Improving efficiency of existing transport services and public resources**
- ⬈ **Leveraging personalized approach to develop inclusive systems**
- ⬈ **Enhancing access to transport services**
- ⬈ **Offering choices to users**

Potential risks

- ⬈ **Dis-incentivising sustainable trips**
- ⬈ **Higher costs for the user or transport provider and unequal services**
- ⬈ **Creating a disconnect between user, transport provider and transport authority**

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Transport authorities support working with the private sector, especially to offer better journeys that cannot be easily accommo-dated by traditional public transport

Where there is already considerable integration of transport services, it is not clear whether there would be a workable business case for third-party MaaS offers

The diversity of Europe's cities and regions make it unlikely that a single MaaS model would be universally applicable.

Whatever MaaS approach is adopted, there is a need for public sector oversight.

Key aspects for cities

- Define **best role for transport authority**: enabler, leader…?
- Create the right **policy framework** to avoid that innovation turns into disruption
- Find **right public-private sector balance**
- Understand **impact of MaaS and new mobility services** on travel behaviour, multimodality and intermodality
- Ensure that **user-centric** approach also delivers **system benefits**
- Understand the **business model** and who will pay

Thank you

Further information

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www.polisnetwork.eu/uploads/Modules/PublicDocuments/
polis-maas-discussion-paper-2017---final_.pdf

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MOBILITY AS A SERVICE:
IMPLICATIONS FOR URBAN AND
REGIONAL TRANSPORT

Discussion paper offering the perspective of Polis
member cities and regions on Mobility as a Service
(MaaS).

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